



Member Spotlight

A Quick Convo with:

Kristine M. Gobbo

Owner, [Spectrum Public Relations](#)



How long have you owned your own company:

We'll celebrate five years this fall.

What do you do:

We design and implement a broad range of communication strategies so our clients reach their intended audience. We tell our clients' stories, knowing they will inform and assist others in the community.

What do you enjoy most about it:

I truly enjoy helping our clients with their success. I feel Spectrum PR is a part of their team, and our expertise is simply an additional asset to them. When a healthcare client is increasing the number of patients they are providing primary care services to as a result of our coordinated marketing efforts, it makes me happy that these patients are getting services they might not otherwise receive because they are under-insured. When a charter school enrolls additional students as a result of our communications plan, I get excited that students who might otherwise drop out of the public school system are getting an excellent education with an alternative school option. My clients' success is what drives me every day.

Your firm's clients range from startups to well-established universities. What are the differences in communicating PR needs to a 1-man team to board of directors? How do you handle that?

Whether you are speaking to an entrepreneur or a board of directors, the message is the same – "You want to be what your audience is reading." Then, you translate that into a communication plan specific to that client that will show actual results.

What has your favorite project been over the course of your career?

I feel fortunate that my public relations career has kept me engaged and motivated. I can't name just one project. I've worked on many major events that have positively shifted the trajectory of the organizations who hosted these events. My first PR job was serving as a public information assistant in the Florida Governor's press office. In that position, I was on the advance team for a couple major events the governor hosted. Then, when I served as assistant vice president for media relations at FAU, the university served as host of a U.S. presidential debate, His Holiness the Dalai Lama of Tibet and many other high-profile speakers. After I founded Spectrum Public Relations, I was honored to be asked to work on the Presidential Debate at Lynn University and the Gubernatorial Debate at Broward College. All of these events were truly career-inspiring.

New year, new __ - What do you want to achieve this year:

"New Year, New Partnerships" - My goal this year is to network more and do it strategically. Often, I get so bogged down in the every-day tasks of running a business and assisting my clients with their needs that I shrug off networking opportunities. I know this is a big mistake, so my goal is to make the time to effectively network, creating strategic alliances, in the coming year.

What do you look for in clients and partners:

Passion. I want to work with people who are passionate about making a difference in peoples' lives. Whether clients or business partners, everyone I work with is focused on making people's lives better, from teaching caregivers how to care for and educate infants/toddlers to preparing students for great opportunities in higher education or the workplace to exhibiting compassion and care in the healthcare industry. Our clients and business partners are truly passionate about transforming peoples' lives.

What's your best piece of advice?

Mark Twain said, "The secret to getting ahead is getting started." There is so much truth in this statement. There are a million reasons to delay a change in career, a new project, a different path in life, but all that will do is delay your ultimate success. Take on the challenge, and you'll soon figure out if it is right for you. No matter how it turns out, you'll find success taking one path or the other. Just get started.

If you were not a PR professional, what would be your dream job?

I want to be Samantha Brown, the host of several Travel Channel shows – Passport to Europe, Great Weekends - and travel around the world. I would also like to be a marine biologist. Oh, and, I'd like to own an antique bookstore named "Bella's Loft" that also would sell beautiful European art and other décor. Bella, our chocolate lab, would be a regular at the store.

What do you do to de-stress:

5 a.m. morning runs when it is just the pavement and me; snuggles with my 3-year-old twins at the end of the work day; reading fiction; planning our next family trip ... We love to travel.

Why did you join PRSA:

For more than a decade, I have learned from the great practitioners that make up PRSA. In the ever-changing public relations profession and as my career has evolved from a PIO to the owner of a PR company, there has always been a wealth of information available, providing important industry insight. Two years ago, I joined the Counselor's Academy professional group, providing principals and senior counselors with resources to grow their firms. The Counselor's Academy has provided tremendous support and mentoring as I grow my business. The knowledge and insight PRSA has provided is invaluable.

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